

# EUROPEAN PATENT OFFICE

## Patent Abstracts of Japan

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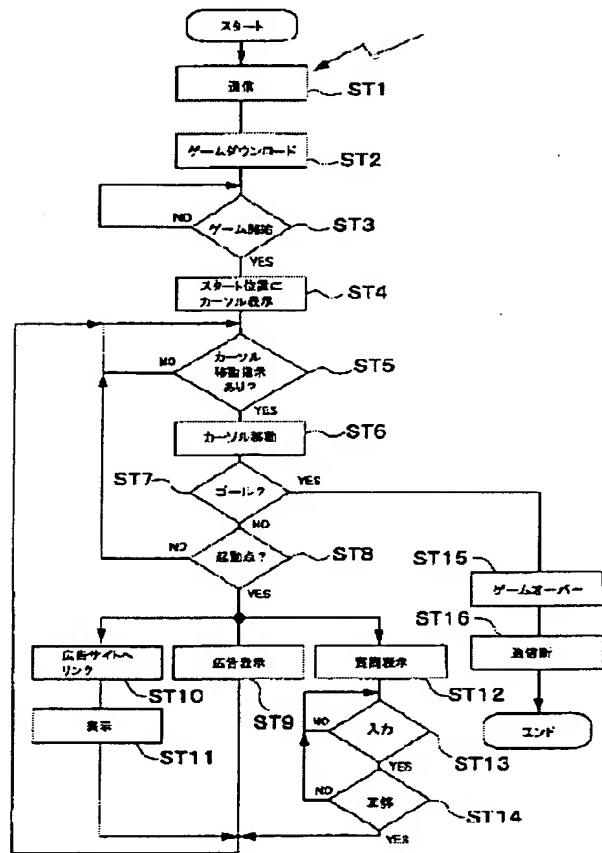
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TITLE : METHOD AND SYSTEM FOR GAME  
USING INTERNET COMMUNICATION  
TERMINAL



ABSTRACT : PROBLEM TO BE SOLVED: To provide a game system in which a game is distributed to an internet communication terminal and an effective advertisement is realized.

SOLUTION: In a game system 1, access is performed to a game site 21 from a portable telephone 31 to download a maze game. When the maze game is performed on the screen of the portable telephone 31, the screen is changed into an advertisement display mode when a piece comes to an advertisement display start point A, etc., arranged on a maze. In an advertisement display mode, the advertisement of a merchandise, etc., is performed by an advertisement method for distributing advertisement information from a server side, for displaying an advertisement site linked with the site or for permitting a user to answer questions concerning the advertisement, etc. The more effective advertisement form is realized compared with a conventional banner advertisement.

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